

# Case Study

## Raphaels Bank pilots g2g prepaid Maestro® card for disadvantaged young people

Delivering funds and self-esteem

**One of the oldest independent banking houses in the UK, Raphaels Bank has built a reputation for delivering innovative, sophisticated prepaid solutions in Europe. Amongst others, the Bank has already launched a gift card programme, an insurance disbursement card, and a travel card aimed at business and leisure travellers. Now, they are piloting a g2g Prepaid Maestro® Card to deliver funds to young people in a government project.**

### Prepaid provides benefits to government

Do positive activities outside school improve disadvantaged students' confidence and classroom performance? The UK government has started a pilot project to find out.

The pilot activity calls for local authorities to source a means of delivering a monthly allowance to each eligible student.

One local authority – the Cambridgeshire County Council (CCC) – has engaged Raphaels Bank to develop a prepaid card as the means of providing the funds.

### A solution that meets a multitude of needs

Raphaels Bank teamed with MasterCard to launch the **g2g Prepaid Maestro® Card Programme** in Spring 2008. As the card is not a teen card, or a payroll card, or a benefits card – but has aspects of all three – Raphaels and MasterCard worked closely together to create an innovative solution. The result is a prepaid card programme that meets a complex mix of criteria.

The students collect their card and PIN number from a social worker (or similar care professional), which ensures that they always receive information, encouragement and support for using the product. They can then use their card to pay for activities in the Cambridgeshire area, and card balances are

### The g2g Prepaid Maestro® Card

#### Features at a glance

- Easy and simple to use
- Promotes financial education through parental engagement
- Can be issued to young people in care (no current account required to obtain the card)
- Solution integrated with the care worker network
- Safeguards in place to mitigate card misuse
- Appealing, youth-oriented card design
- Easy access to balance information via the Internet or SMS
- Solution facilitates making payments to activity providers that do not currently accept cards
- Enables domestic point-of-sale use with PIN security
- Can be used for purchases wherever Maestro® is accepted

made available through a dedicated page on the CCC's website. This portal also provides information and advice to teenagers in the county.

The card's colourful design incorporates ideas from a number of the students who have now become cardholders. At the start of the programme, communication materials were carefully tailored and made available to a range of audiences: the students themselves, parents, care workers and the general public.



## Delivering value to new prepaid cardholders

The objective of the CCC pilot programme is to enable every eligible student to have a card. To ensure that the cards reach their destination, parents or guardians are contacted and informed about the scheme and, although they are not required to participate actively, they are given the chance to opt the student out. The 'opt-out' option means that there is no application to complete, which has greatly increased the take-up of the scheme.

There is little doubt that most of the youngsters in receipt of a g2g card would not have been able to afford or obtain a mainstream financial product. This programme gives them a chance to enter the financial world in a safe and limited way, whilst giving them access to funds and a means of payment they would otherwise have been unable to enjoy.

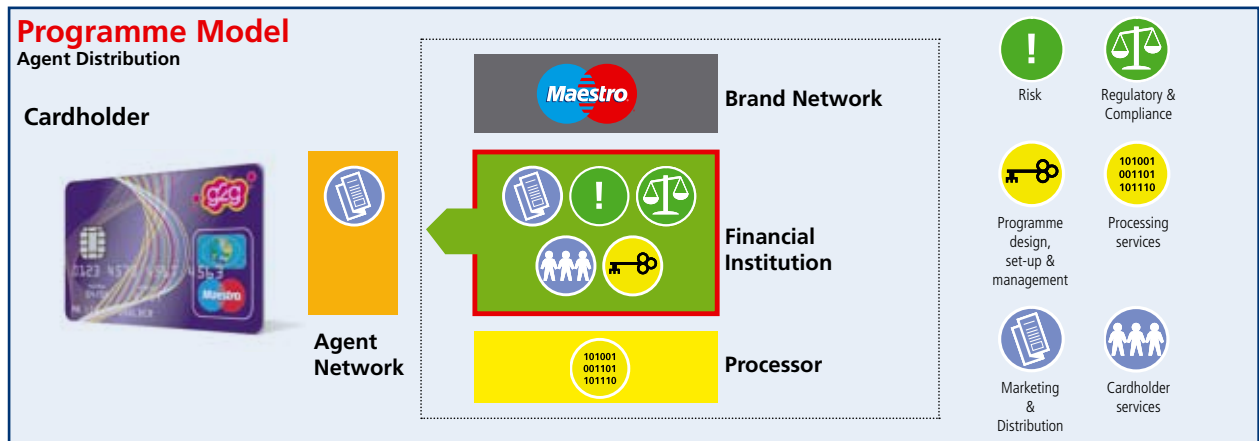
"This fascinating programme required considerable flexibility and close collaboration from all parties involved. We all pulled together to get the job done."

*Mike Smith, Director at Raphaels Bank*

## Social as well as financial inclusion

The programme strongly supports CCC's inclusion agenda to give disadvantaged young people opportunities to undertake activities that their more affluent peers take for granted. By taking part in these activities, the students are likely to develop more self-esteem, confidence and positive social attitudes, which will help them achieve more in formal education and will reduce the risks of anti-social behaviour.

Alternative means of delivering funds – council vouchers, a complicated system of cheque issuing and tracking, or controlled cash distribution – lack appeal to young people and cause operational difficulties for councils. By using a prepaid card, the students are fully engaged and integrated with their support network. And the g2g card introduces them to probably their first financial product in a way that could genuinely enhance their lives.



**To learn more about the Raphaels Bank g2g Prepaid Maestro® Card Programme and how you can benefit from partnering with MasterCard Prepaid Services, contact your MasterCard representative today.**

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